DOCUMENT RESUME

ED 423 582 EA 028 846

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TITLE Banishing Bureaucracy: The Five Strategies for Reinventing Government.
ISBN ISBN-0-201-62632-2
PUB DATE 1997-00-00
NOTE 397p.
AVAILABLE FROM Addison-Wesley Publishing Company, Inc., 1 Jacob Way, Reading, MA 01867; phone: 1-800-238-9682 ($25, U.S.; $34, Canada).
PUB TYPE Guides - Classroom - Learner (051)
EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS *Administrative Organization; *Bureaucracy; *Change Strategies; *Educational Objectives; *School Administration

ABSTRACT

Ways in which bureaucracies can "reinvent" themselves, that is, make fundamental changes so as to increase effectiveness, efficiency, adaptability, and capacity to innovate, are the subject of this book. It advocates replacing bureaucratic systems with entrepreneurial systems, which in turn leads to public organizations and systems that continually work on self-improvement. The text is divided into 3 parts: part 1 explains how to fundamentally change the way government works; part 2 describes the five strategies for effecting change; and part 3 shows how to use the strategies when working for change. The bulk of the text (part 2) explains the five strategies (the five Cs): the core strategy; the consequences strategy; the customer strategy; the control strategy; and the culture strategy. Case studies are used to illustrate these strategies in action. An index is included. (RJM)

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